



MWR THEME OPERATIONS

August 2004

Introduction:

Thanks for taking the time to read and provide comments on our first edition of *E-News*, which launched on July 1st, 2004. Our first mailing of *E-News* was sent out to over 200 recipients who are directly involved with MWR Theme Operations. We received many favorable comments and suggestions about our first edition of “*E-News*.” Rey Farinas, of Sports USA – Fort Bragg, said, “*E-News* provides me with a quick shot of what’s happening in MWR Theme Operations. I look forward receiving and reading it each month.” Your comments are a vital source of information to help shape our next edition, so please keep those e-mails coming. We want *E-News* to be your news source for MWR Theme Operations.

All the best!

Roger Weger
Chief, Food Services Division

Quarterly Promotions Update:

With fall fast approaching our upcoming September through December planned food promotions are sure to be a hit. Quick service units will run the Gyros Sandwich, a traditional Mediterranean recipe of seasoned lamb, fresh tomatoes, crispy lettuce, onions and tzatziki sauce, wrapped in a pita fold. Units with Primo’s Pizza will run an old favorite—Pig Pie. It’s no wonder from its name that this pizza gets topped with bacon, ham, and sausage and was a best seller when it was first introduced a few years ago. And speaking of meat, Lil’ Skeeters will offer Smoked Turkey Drumsticks—just in time for Thanksgiving when people’s appetites turn to thoughts of who will get the turkey drumstick at Thanksgiving dinner. Reggie’s Beverage Company will chase away the chills with Big Dippers, four oven toasted deli sandwich and soup combos. Big Dippers gives guests the chance to mix and match their favorite soup and sandwich pairings. (POC: Sharon Bertschi, Art Director, 703-681-5213, e-mail: sharon.bertschi@cfsc.army.mil)



Reggie’s Italian Stack and Creamy Tomato Bisque is one of four delicious soup and sandwich combos offered during the Big Dippers Promotion.



Pro Football Promotion:

The CFSC season-long Pro Football promotion will be conducted at five of our Theme Operation locations this season. Throughout the Football season, guests challenge each other at their respective and other participating locations to select winners of bi-weekly NFL games. This is the fourth year the promotion has been conducted at Sports USA and the competition between the units has been intense. As part of the promotion, lucky guests can win drawings for prizes. This year the promotion has been expanded beyond Sports USA. Participating locations include: Forts Bragg, Stewart Sports USA and Fort Riley Rally Point, Fort Irwin Outer Limits and Fort McCoy McCoy's. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Unit News

McCoy's Caters Army Concert:

Mr. John Miller (Business Manager) at McCoy's, Fort McCoy set up the Beer Tent and sold Miller Beer, Jack Daniels (concert sponsors) and Lienen Kugel (a local brew) for the 9,100 attendees of the Journey and Kansas concert over the July 10th weekend. John also gave the hot dogs and equipment to the installation BOSS team who made about \$7K on hot dog sales from the event. According to John Miller, "the BOSS group paid the COGs for the hot dogs and I loaned them the equipment. They made good money on hot dog sales and it didn't cost me anything. McCoy's sold over \$99K in beverage tickets. We sold 236 ½ barrels of beer, 282 cases of Jack Daniels and 100 cases of water and soda. NIBD from the event for McCoy's was \$154K. Now I'm just one tired puppy," exclaimed John at the end of the event. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil)

Name Brand Fast Food:

Thanks to the Name Brand Fast Food (NBFF) program, nationally recognized chain restaurants are finding a niche at some MWR facilities. Ten restaurants have opened so far including Subway, Godfather's Pizza, Dunkin Donuts and more. The CFSC Food Services team continues to explore new and innovative food and beverage alternatives to enhance soldier well being and promote quality of life for our Total Army Family. (POC: Mike Ambrose, DSN 761-5214, e-mail: Milo.Ambrose@cfsc.army.mil).

Strike Zone Kids Birthday T-Shirts:

The Kids Birthday T-shirts can be ordered online from Cintas. When choosing the uniform category, choose "Strike Zone Custom" instead of Strike Zone. There you will see a photo of the Kids Birthday T-Shirt. These T-shirts are designed to be a gift for the birthday child and can be painted with fabric paint. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Promotion Tools:

The CFSC Events Division has developed tools to help you plan activities, events and promotions. These tools can be found at: www.mwrpromotions.com.

- *The Business Program Manager's Planning Calendar* is a great tool to use to generate new ideas to build your business...be it bowling, golf or food & beverage outlets.
- *"It's Partytime: Party/Celebration Guide"* to dozens of party theme ideas to make each special occasion...really special!

- *E-Trends Newsletters*. The latest industry trends for food and beverage, golf, bowling, special events & promotions, and other items of interest. Lots of good information. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Frank's Red Hot "Battle to the Bone"

Fort Bragg Sports USA will be the site for ***Frank's Red Hot "Battle to the Bone"*** wing-eating contest on Saturday, September 18th. Contestants are challenged to turn a mountain of wings into a bucket of bones in this high energy, competitive and spirited contest. Stay tuned for the results. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

ServSafe Tip of the Month

Best Practices for storing Food:

- Store raw foods (such as uncooked beef, poultry, and pork) below cooked and ready-to-eat foods (foods that have been previously cooked and are ready to be served)
- Practice FIFO, the First In First Out method of stock rotation. Store food so that the oldest product gets used first
- Label and date all stored food. Stored food should be kept in clean containers
- Store food six inches off of the floor and away from walls
- Keep storage areas dry and clean
- Never store chemicals near food
- Consult with *ServSafe Essentials* regarding the proper storage temperature for various foods
- Regularly check the temperature of food stored in refrigerators and freezers

Customer Service Tip of the Month

Five Keys to Taking the Order:

- Create Comfort
- Be Helpful
- Be Knowledgeable
- Be Accurate
- Be Attentive



Transitions:

Shawn Mclane, currently Assistant Manager at Fort Riley Rally Point will move in August to Fort McCoy to become the Bowling Center Manager and Business Manager at McCoy's. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Feedback

Got some serviceable NAF foodservice equipment that needs a home? Why not advertise it in *E-News* and turn it into cash for your installation.

Thank you for reading E-news. We would like to encourage all of you to provide us with feedback. If you have anything you would like to see in E-news, please e-mail your information to George.Dickson@cfsc.army.mil.